

Barbara Rowland,
Jackson, Miss.

BAY ST. LOUIS, MISS., SATURDAY, JANUARY 15, 1927

THIRTY-SIXTH YEAR—NO. 3

J. K. EDWARDS HEADS BAY-WAVELAND CLUB FOR CURRENT YEAR

Annual Election Thursday Night Gave Full Complement of Officers and Heads of Committees For 1927 —Outlook Prosperous.

RETURNS FROM TRIP TO WEST AND PACIFIC

John K. Edwards, Bernard C. Shields, Paul V. Lacoste, Justin Green, George R. Rea, C. C. McDonald, Edward Schwartz, R. N. Blaize, Harold B. Weston, R. T. Perkins, A. F. Fournier, Chas. G. Moreau.

In turn the new Board of Directors elected the officers:

Honorary Commodore — A d a m
Lorch, Sr.

Commodore—John K. Edwards.
Vice-Commodore—Bernard C. Shields.
Rear Commodore—Paul V. La-coste.
Treasurer—Chas. G. Moreau.
Secretary—Norman A. Renshaw.
Chairmen of Committees.
House Committee—R. N. Blaize, Sr.
Finance Committee—Geo. R. Rea.
Membership Committee—Edward

Membership Committee—Edward Schwartz.
Yachting Committee—Justin Green.
Athletic Committee—Terrell Perkins.
Golf Committee—Harold B. Weston.

John K. Edwards succeeds Commodore E. J. Lacoste, who served the arduous and exacting duties of head of the club so efficiently and without limit, was given a vote of thanks upon the occasion of his voluntary retirement. Mr. Lacoste will be a field worker for the club this year.

LOCAL R. C. CHAPTER IS COMPLIMENTED

The following letter, from Red Cross headquarters at Washington, under date of January 11, 1297, is interesting and worthy of reproduction for two reasons, commending Mrs. Marshall for her splendid work and for the mention of active interest in the cause of Red Cross in Hancock county.

The letter is addressed to Mrs. Donald Marshall, chairman, Hancock

"My dear Mrs. Marshall:
"It is very pleasing to note from your report of recent date that the Hancock county chapter has, in enrolling 128 members in the Tenth Roll Call, exceeded its Ninth Roll Call membership. This is indeed grat-

"May I extend to you and through you to all of your Roll Call workers, your sincere appreciation for your efforts in behalf of the Tenth Annual Roll Call?

"It gives me pleasure to send you today, under separate cover, the Red Cross Honor Flag in recognition of the fact that your chapter has sur-

passed its previous year's membership.

"Cordially yours,
"DOUGLAS GRIESEMER,
"Director of Roll Call."

Prof. Everett For Co. Supt.

In this issue of The Echo will be found the formal announcement of Daniel J. Everett, principal of Kiln Consolidated school at Kiln, a candi-

Prof. Everett is experienced and splendidly qualified for the all-important position. After leaving the army, following the World war, he took charge of the Gulf View Consolidated school at Lake Shore, where he was principal for seven years. The school was a 6th grade school and in five years Prof. Everett had worked

to successful affiliation as a high school with proper credit.

At present he is principal of Kilm Consolidated school, of which Prof. Powell is superintendent, and is doing splendid work there.

He began his career as a teacher in one-room schoolhouse, with one teacher, and has gradually worked himself up to that standard that makes

—Mrs. A. W. Sigerson, Miss Elsa Mauraff and Mr. Burt Sigerson left during the week in the Sigerson car for Miami, Florida, and will spend a while at Coral Gables, where Mrs. Sigerson will look after property interest.

The Sea Coast Echo

ECHO BLDG.

Thirty-Six Years of Publication

Chas. G. Moreau, Editor and Publisher.

Official Journal Board of Supervisors.
Official Journal City Bay St. Louis.Member National Editorial Association.
Member State Press Association.Subscription Terms, \$2.00 Per Annum
Always in Advance.Entered as Second-Class Matter at the Postoffice, at
Bay St. Louis, Miss., under Act of March 3, 1879.

Baseball seems to have its scandal season.

Well, they have actually arrested an Illinois gang
leader.The latest pressing problem concerns poison in al-
cohol.Political rumors for 1928 are coming thick and
thicker.Business knowledge: Crude oil production steadily
gains.It begins to look like the Gleaves report was a secret
matter.New York state now claims a superior oyster. Not
interested.It is about time for various bodies to pass resolutions
about Nicaragua.Any number of war veterans want to know what is
meant by "loan value."The biggest thing in the world, to some folks, is who
is going to fight Tunney.The tired business man will have no place to go
when television becomes a fact.Now the great powers are looking for somebody to
blame for the Chinese mess.This is the time of the year to plan town beautifica-
tion. The way to begin is to start at home.The average man will read the sporting page; even
if he doesn't keep up with his club dues.One bill that will pass Congress, on time, will pro-
vide for the pay and allowances of Congressmen.Advertisers will find us always glad to help them
spend their money on newspaper advertising.Calixto and Mexicalli split an earthquake between.
That's fair play in international relations!Briand says peace took root in Europe in 1926.
That's all right until somebody decides to uproot it.Hindenberg pledges Germany to work for world
peace—and, for one, we believe the old man means it.Prize hunters are now going after the two \$25,000
awards to be given for essays on the ideals of Wilson.Some people are so dumb as to think that the Battle
of Princeton concerns the breakup of the Big Three.Washington awaits a seizure of oil lands in Mexico.
Our private opinion is that Washington has a long wait.Thrilling disclosure: Tablets discovered at Ur show
that mathematical figures were used in the days of
Abraham.British scientists exploring the prehistoric pyramids
of minora will probably discover the beginning of the
poultry trust.The government wants to refund \$17,156,897 col-
lected illegally. Sad to admit, but we are not concerned
in this "divvy."About eight months from now many individuals will
be wondering what happened to the prosperity now be-
ing predicted by agricultural, industrial and labor lead-
ers.President Coolidge declared at Trenton that the
United States does not desire an armament race. He
represents America in that.Now comes a Philadelphia scientist, and states his
conviction that man really came from a fish. We have
long suspected the same.The president wants the press to back the foreign
policies of the government. Job printers want the gov-
ernment to quit press work.

BRIDGE OVER BILOXI BAY.

An event of unusual interest and meaning occurred Wednesday at Biloxi on the occasion of the formal opening of d'Iberville bridge, a series of concrete spans connecting the city of Biloxi with that portion known as North Biloxi, and crossing Biloxi Back Bay.

This bridge is built at a point where d'Iberville is said to have landed, and nearby a boulder marks the spot. The formal opening of the bridge and ceremony incidental thereto brings back to that spot the spirit of that historical character so intimately connected with the Mississippi Gulf Coast, including the discovery of our own Bay of St. Louis.

Frank Orange, representing a chain of newspapers, said in the Coast Herald Thursday:

"Had the spirit of Pierre le Moyne, Sieur d'Iberville hovered over the rippled waters of the Back Bay yesterday, when 5,000 of the men, women and children of Biloxi heard the story of the settlement, under the flag of France, of that fair wave-lapped strand, that spirit would have relapsed into human pride at the yielding of tribute that 229 long years had failed to lay in the dust of forgetfulness."

The bridge is not only a tribute to history but also one to modern thought and deed, and meets a demand for a modern bridge over a new bay on the Coast. It is a link between the old and the new, between the past and the future, between the city and the bay, between the land and the water, between the people and the place. It is a bridge of peace and understanding, a bridge of hope and faith, a bridge of love and compassion. It is a bridge that will stand for many years to come, a bridge that will be a source of pride and inspiration to all who see it. It is a bridge that will be a testament to the spirit of d'Iberville, a bridge that will be a reminder of the great achievements of the past and the great possibilities of the future. It is a bridge that will be a symbol of the unity and harmony of the people of the Coast, a bridge that will be a testament to the strength and resilience of the human spirit. It is a bridge that will be a source of pride and inspiration to all who see it, a bridge that will be a reminder of the great achievements of the past and the great possibilities of the future. It is a bridge that will be a symbol of the unity and harmony of the people of the Coast, a bridge that will be a testament to the strength and resilience of the human spirit.

HELPING BUILD THE GULF COAST.

After the luncheon given press representatives of the Mississippi Gulf Coast by the management of the Edgewater Gulf Hotel, on the Coast, last Saturday afternoon, the party retired to one of the parlors on the last floor of the hotel for a talk and later a visit on the roof top, to view the gulf and coast section, a wonderful and interesting panorama.

The management took occasion, during the talk on the hotel as a project, its construction and subsequent completion, on the eve of the formal opening, to state how every agency of human endeavor assisted to make it possible the hotel be finished on schedule time, and that it was completed considering ground was broken that it was completed fully within a remarkably short time, considering ground was broken for the great structure on last March 17th.

Of these various agencies, said Mr. Burns, manager, none are more outstanding than the Louisville & Nashville railroad. The Company, it was stated, did things that railroads do not generally do. It was frequently necessary to have carloads of material in quick time, and on such occasions, more than once, the L. & N. attached freight cars to through passenger trains.

Fast and through freight trains were established, covering the trip from Chicago to Edgewater in less than five days. It was stated that this kind of service stood as an outstanding factor in the rapid construction of the big building and gratitude for such attention in a tense time was indeed worthy of mention and is worthy of the L. & N. system of service.

COMMISSION FORM OF GOV'T.

Voters of Bay St. Louis are today voting on the adoption or rejection of the proposed commission form of government, and it is evident the proposition will carry.

It is expected a large poll of voters will result. The question has so often been discussed, pro and con, that it is well it be put to a vote and let the voice of the people decide. We are the people governed by the people and whatever their decision is we must bow to the wish of the majority.

In any event, it will be well to give it a trial, should it carry today and in time it will be easy to discern and learn to our own satisfaction which is the most expedient for our government. We must look at this matter from an economic standpoint as well as the best method for this section.

We are confident the people of Bay St. Louis will vote intelligently today. There are no outside influences, as has been charged. It is simply a subject of home concern and home people have a right to say that which they wish.

LOOMING UP BIG.

As a distinct contribution to the material upbuilding of the city of Bay St. Louis and to its moral side as well, we wish to refer to the building now in progress of completion and to be known as the A. & G. theater, a proposition that involves some \$60,000.00.

Adjoining the Echo Bldg., with an open street space of 18 feet, the building towers above the newspaper and office building and attracts general admiration and comment of satisfaction. The front facade, about finished, save for the tile and stucco ornamentation, is distinctively of the Spanish type frequently referred to as mission style. It will be by far the most attractive movie theater building on the Coast, most modern and is practically fire proof, a worthy building befitting a fast-growing city like Bay St. Louis.

We are quite proud of our neighboring building and also all that it will stand for, clean and instructive as well as constructive amusement as well as entertainment. It is a healthy sign. And such improvement brings on others and carry with it a significance of more than ordinary interest and advantage.

DANGEROUS AUTOMOBILES.

The increasing number of automobiles guarantees an interesting existence for the average pedestrian. Figures recently compiled show that for every 923 cars licensed in the United States during 1925 there was one death, attributable to the automobile, not including the fatalities charged against heavier vehicles such as trains, trolleys, etc.

Deaths from automobile accidents are divisible in two major classifications: (a) those involving pedestrians and (b) those involving occupants of automobiles only. Both of these include the innocent as well as the culpable.

In attempting to solve the automobile menace care should be first directed to the protection of the pedestrian, who, compelled to walk, is at the complete mercy of the reckless, or intoxicated, driver. For his protection stringent regulations are provided, but in order to encompass him with safety these regulations must be enforced.

Every time you see an automobile or truck speeding along the streets of Bay St. Louis you are witnessing a direct violation of the rights of the pedestrian and a flagrant disregard of their safety, which should be promptly punished. It is only through summary action against drivers who repeatedly violate the safety regulations that our annual death toll is to be reduced. It is about time that we give the matter some attention.

WHAT OF YOUR NAME?

Once we heard a lady, in a public address, urge young men to safeguard their names, pointing out to them that it belonged not to them alone but to all others, widely scattered, who bore it.

In everyday life we have frequent occasions to meet new faces, and unconsciously we judge the stranger by the name he bears. Later, perhaps, we revise the initial valuation, but for a time, the worth of the name he bears. Later, perhaps, we revise the initial valuation, but for a time, the worth of the name he bears justifies or condemns the known man.

The other day a lawyer on the Coast told us an interesting occurrence which illustrates the statements made above. Two strangers walked into the lawyer's office, discussed a matter, and before leaving turned it over to him for attention. As the lawyer required a retainer in advance he suggested to them that they make inquiries as to his reputation.

The visitors said this was unnecessary. The lawyer then asked who had sent them to his office. The answer was, "no one." The curiosity of the lawyer having been aroused he asked him, when so many others were available. The answer surprised him.

One of the visitors said, "I was in the army and served under Capt. Jones. He was a fine man, straight as they make them. I saw you had the same name and I decided to come to you."

WANTED: A SLOGAN

Wanted: A slogan for the new Gulf Coast Chamber of Commerce. The slogan should be short, snappy, and to the point. It should be a slogan that will be a source of pride and inspiration to all who see it, a slogan that will be a reminder of the great achievements of the past and the great possibilities of the future. It should be a slogan that will be a symbol of the unity and harmony of the people of the Coast, a slogan that will be a testament to the strength and resilience of the human spirit.

ODE TO BAY ST. LOUIS

Here's to Bay St. Louis
In a fine old State,
Where apple sauce banquets
Are one dollar per plate.

Where grass-widows are warm
And cheeks are cold,
Where realtors croak
At the sight of gold.

Where gals use paint
And callons of love,
Where sheiks have crust
If they don't eat pie.

Where gasoline odors
And the perfume smells,
Where radios jazz
And the phonograph yells.

Where a Ford's a Ford
From spare to hood,
Where five an' a half million
Ain't doin' no good.

Where live-wire collectors
Don't let you forget,
Where hushies prefer blondes
'Till they see a brunette.

Where razors are sharp
And winters are dull,
Where Chevrolet's Charleston
And messup yer skull.

Where flappers sneak out
To enjoy a hot dance,
And remove all the kale
From a teahound's pants.

Where the moon shines bright
While spongers hold hands,
Where grandparents square-dance
Without monkey glands.

Where nights are cool
And ice cream's cold,
Where extended notes
Look a hundred years old.

Where golfers come
To strut their stuff,
But when they see our course,
They've had enough.

But hold yer potatoes
And don't you fret,
'Cause this gold durn burg
Will GET THERE yet.

Louisville and Nashville Railroad Advertising Coast.

To those who are not familiar with the underlying causes for the sudden popularity of the Mississippi Coast, information secured from a portfolio sent by Mr. W. A. Russell, traffic manager of the L. & N. railroad, to Mr. I. V. Colly, at Biloxi, will be a startling revelation of the great amount of advertising done by this railroad system alone.

This large booklet contains cuts of advertisements appearing in the Saturday Evening Post, for over a year, beginning January 2, 1926; in the Literary Digest for nearly a year; in the National Geographic Magazine since June of 1926; in the American Magazine and Review of Reviews, beginning in April, 1926, and running until February, 1927; in the Cosmopolitan during November, December of 1926 and January of 1927. Collected in this advertisement on January 15, the Country Gentleman during November and December; the Ladies' Home Journal for February; the Atlantic Monthly for February, as well as Harpers, the Golden Book, Scribners and the World's Work.

Mississippi Gulf Coast advertising matter has appeared in newspapers in the following states, with the number of newspapers opposite the name of the state:

Illinois, 54; Indiana, 49; Iowa, 19, Kansas, 17; Kentucky, 4; Michigan, 24; Minnesota, 11; Missouri, 31; Nebraska, 5; New York, 11; North Dakota, 2; Ohio, 30; Ontario, 3; Pennsylvania, 15; South Dakota, 5; West Virginia, 6; Wisconsin, 13; making a total of 358.

In addition to this, the A. & W. P. Railroad, in connection with the L. & N. are sponsoring an advertising campaign with the three Atlanta newspapers, the Atlanta Georgian, the Atlanta Journal and the Atlanta Constitution during the months of January and February.

Mr. J. P. Billups, general passenger agent, together with one crack newspaperman from each of the above papers, will visit the various resorts of the Mississippi Coast, as a sort of inspection of the service, cuisine, etc., of these institutions, and will, in all probability, attend the opening banquet of the Edgewater Gulf Hotel on Monday night.

An eight page leaflet, in three colors, is being printed, and this will be mailed to a selected list of some ten thousand people in Atlanta and the surrounding vicinity.

This is but one of the many advertisements that serve, in part, as an answer to the question: "To what is the increased popularity of the Mississippi Gulf Coast due?"—Biloxi News.

A Prize Winner.

A minister was walking along the street the other day and saw a crowd of boys sitting in front of a ring, with a small dog in the center. When he came up to them he put the following question: "Are you doing to the dog?" One little boy said: "Whoever tells the biggest lie wins it." "Oh," said the minister, "I am surprised at you little boys, for when I was like you I never told a lie." There was silence for a while, until one of the boys shouted: "Hand up the dog!"

Unusual Generosity!

Generous Boss—"Smith, you have worked for me faithfully for twenty-five years and as a mark of appreciation I wish to make a proper reward from now on you will be called Mr. Smith."

Wild Oats For All.

Mother (coming in at 2 a.m.): "You needn't have waited up for me, Isobel. I have my own latch key." Isobel—"I know, Mother, but somebody had to let Grandma in."

A letter containing a check for \$25.00 in payment for automobile accident insurance was received by the Mississippi Gulf Coast Chamber of Commerce from a New York woman who had been traveling on the Coast. She had been traveling on the Coast for several years and had been very satisfied with the service. She had been very satisfied with the service. She had been very satisfied with the service.

Hancock County Insurance Agency

INSURANCE

IN ALL ITS BRANCHES

Let Us Take Care Of Your Needs

A. A. Scaffide,
S. L. Engman, Agents.Phone 103
Hancock County Bank

VIEWS AND REVIEWS

"What They Say Whether
Right or Wrong."

Arnold Gesell, director Psycho Clinic at Yale university:
"The first five years of a child's life go further toward determining the mental condition of the adult than any equal length of time between the ages of 5 and 24."

Cov. Smith, of New York:
"No man would stand before this intelligent gathering and say that he was not receptive to the greatest position the world has to give to any one."

Ernest W. MacBride, British professor of Zoology:
"People don't realize that civilization is not necessarily immortal."

L. J. Tabor, Master of the National Grange:
"The farmer is on the road upward."

J. L. Baird, Scotch inventor of television (the electric eye):
"The facts of the moment and their promise for the future surpass all the fairy tales about wishing caps, invisible cloaks, magic carpets and seven league boots."

Rebecca West, English novelist:
"New York's attitude toward law can best be judged from a charming popular belief that it is a crime to hit a man who is wearing spectacles."

Henri Robert, noted criminal lawyer of Paris:
"I have met many a soulless man, but never have appeared in behalf of soulless animals."

Dr. Jesse F. Williams, of Columbia University:
"It is better to be a Socrates with a headache than a perfectly healthy pig."

POINTED PARAGRAPHS

Fancy one thinking tree specialists are the only persons who visit a barber shop to look over the limbs.

We have in mind a cop who is no vegetarian but he knows his beet.

Steaks aren't the only things that are rare in Bay St. Louis.

Give a kid a good hammer and it won't take Harold Lloyd to bring down the house.

Mae Murray in "Valencia" is the very reason many sweet daddies are going to prefer seats, as well as blondes.

Philadelphia woman refuses to marry tire repairer because he's a hi-jacker.

It's hard to believe Al Smith an ardent golfer having ran for office so many times.

Presidents of a Michigan Kiwanis club lost his minutes and his dumb wife brought him a 20 dollar wrist watch.

Tex, ho wabout arranging a fight between Tunney and the husband who didn't get his raise January First?

What the average pedestrian craves for 1927 is fewer brains in meat markets and more behind the steering wheel.

The gal who slapped a clothopper's face in a flivver last night says she'll go to the news stand for the next Country Gentleman.

Nowadays when a man goes 24 hours without shaving, the wife takes home accounts for his evolution papers to throw at the children.

Vaudeville jokes are now being mailed from New York to Chicago by train instead of aeroplane, so they won't go over the people's heads.

FERRY FRANCHISE IS PURCHASED BY MORGAN CITY MAN

John R. Drackett, of Morgan City, present operator of the Morgan City-Berwick ferry, Saturday of last week bought for \$112,500 the franchise for the next ten years from the two cities.

The franchise provides for all day and all night service, the first time such service has ever been operated across the Atchafalaya river at this point, and eliminates one of the biggest bars to uninterrupted traffic on the Old Spanish Trail. The schedule calls for a round trip every half hour calls for a round trip every half hour between 8 a.m. and midnight, and a round trip each hour between midnight and 8 a.m.

Bidders on the franchise were John R. Drackett, Morgan City; John R. Drackett, Morgan City; John R. Drackett, Morgan City.

The franchise calls for installation with one year's new ferry boat, and the franchise calls for installation with one year's new ferry boat, and the franchise calls for installation with one year's new ferry boat.

Suppose You Didn't Know Anything At All About Automobiles

But you found, upon inquiry, that there are about 100 different kinds of cars on the street, and that one manufacturer is making about 50% of all these cars while the other 99 manufacturers, put together, are making the other 50%. Would it take you long to decide which car must be giving its owners the most for their money?

[Call on an Authorized Ford
Dealer and just RIDE in one of
the improved Ford models. You
will be delighted, we assure you.]

Ford

EDWARDS BROS.

BAY ST. LOUIS, MISS.

OPEN THE YEAR ROUND. AMERICAN PLAN.

HOTEL WESTON,

BAY ST. LOUIS, MISS.

Catering to Tourist and Transient Trade.

THE FOUR-SEASON HOTEL.

A Most Delightful and Home-Like Resort for Visitors.

Every room an outside room, all with private bath, single and double.

Address H. C. BABCOCK, Manager.

IMPORTANT NOTICE

In thanking our customers for their generous orders last year, we want to again call the attention of the public in general that Xmas is coming and orders for parlor sets, easy chairs or davenport should be given now. Just received latest samples of tapestry, damasks and draperies, which I would like for you to see.—Nuff Sed.

Window Seats **W. H. SLINGER** Corner**Upholsterer.**

Shop, 109 Toulme St. Residence, 105 State Street.

Discriminating buyers consult local realtor first

C. GREER MOORE

Real Estate And Insurance

A wise buyer takes advantage of the knowledge of local dealer because he knows values.

I Insure anything against everything

Wanted—Real Estate

We have Clients who are interested in purchasing Beach Homes, Beach Lots and Homes and Lots off the Beach.

If you have Real Estate of any kind to sell, it will pay you to see

H. G. CUEVAS,

Phone 179 Bay St. Louis, Miss. Cex Bldg.

GEARY-OAKES CO., Inc.

GENERAL CONTRACTORS
NEW ORLEANS

**Monogram Brand Type Writer
Ribbons Better Kind, 1.00 each**

\$5,000,000 TO BE SPENT FOR RADIO PROGRAMS IN 1927

National Broadcasting Co. Expects Deficit at Start of Centralized Entertainment—No Expense to Listeners-In.

The National Broadcasting company, of New York, announced this week that it would spend \$3,800,000 in the next twelve months to supply to radio fans entertainment of a character which will cost the listeners throughout the country nothing. In addition, \$1,500,000 will be spent for talent alone by commercial firms sponsoring programs over the company's hookups.

"The expenses for the year," said Merlin H. Aylesworth, president of the company, "will be greatly in excess of the receipts."

And due to the fact that all broadcasting stations in the United States are operating at a loss, and because the public will not permit promiscuous "plugging the trade" broadcasting, I expect to see many of the smaller stations among the 600 to 700 in the country gradually disappear as their owners' interests wane and the big deficits appear."

The company reaches by wire 80 per cent. of the radio population of the United States and relays leading programs, by air, to the other 20 per cent.

Aylesworth said there would be no let down on the policy of excluding advertisers except as their message takes the simple form of announcement of the firm, person, or organization sponsoring a program. No descriptive talks of commercial products, such as is permitted in some small stations, will be permitted.

"We expect to put on all important material of every kind, and the only censorship of the air will be that exercised, not through controversy, but interest. We expect to guarantee a full representation of any subject, governed only in the interest of the 20,000,000 listeners."

Since the first of the year the company has broadcast, somewhat controversially speaking, Governor Smith, President Green of the American Federation of Labor, and Norman Thomas, former Socialist candidate for governor of New York. The

Statement of the Financial Condition of THE PEABODY TRUST COMPANY, HANCOCK COUNTY BANK, of Logtown, Miss.

At the Close of Business Dec. 31, 1926.

RESOURCES.	
Overdrafts, unsecured	\$ 184.00
Guaranty fund with state treas.	500.00
Due from other banks—commercial or reserve funds	122,551.12
Total	\$123,235.12

LIABILITIES.	
Capital stock	10,000.00
Individual deposits subject to check	28,032.48
Savings deposits	75,182.64
Total	\$123,235.12

I, Leo W. Seal, cashier, do solemnly swear that the above is a true statement of the financial condition of the Peabody Trust Company of Hancock County Bank, located at Logtown, in the County of Hancock, State of Mississippi, at the close of business on the 31st day of December, 1926, to the best of my knowledge and belief.

LEO W. SEAL, Cashier.
Correct—Attest:
R. C. ENGLISH, R. C. ENGLISH, directors, State of Mississippi.
Sworn to and subscribed before me, by Leo W. Seal, cashier, this 12th day of January, 1927.

J. A. BREAETH, Notary Public, J. P. and Ex-Officio.
My commission expires on the first Monday of January, 1928.

DOROTHY'S WEEKLY LETTER

Conducted Especially For The Sea Coast Echo.

Dear Girls:

I received a letter from a young woman last week that has a question in it which I believe will be of interest to many of you. Miss S. works in an office and makes a good salary. She has no dependents, neither has she any near relatives upon whom she might call, in time of necessity.

She says that she skips on her clothes in order to save money for a rainy day, having a horror of ever becoming helpless. But she adds, the girls with whom she chums spend all their money on clothes and they have the dates while she sits at home.

It is certainly a question to ponder well. There are so many dire things that might happen to a lone girl that it is a wise move to have money in the bank, but on the other hand in this day and time when clothes and style make even homely girls good looking. I know of no better investment towards finding an eligible husband than by wearing good looking things.

Be a girl ever so sweet and attractive if she fails to advertise these qualities, her light is under a bushel as far as the average man is concerned.

To have stylish clothes, however, is not so much a question of money as it is a question of taste.

I have seen clever girls with little money who knew what they could wear and how to wear it, put a wealthier sister who judged clothes by the money invested in them, of running so far as appearance was concerned.

It seems to me if I were Miss S. I would take the amount of money I had been wont to save each month and divide it into two parts. One part would go in the bank as before and the other would be invested in things to enhance my good looks: clothes, shoes, accessories or beauty shops as the case might be. Then I should give a little of my time to studying my good and bad points and not least, I would take care to make my good points evident to those around me.

Of course, the suggestion above is made on the assumption that Miss S. would welcome an eligible husband. If she looks askance at matrimony the only sensible thing to do is to save her money in order to have means of support when she becomes too old to work.

Cordially Yours,
DOROTHY.

DONEGAN SHOWS ALL NEXT WEEK

What promises to be a high class amusement attraction, is the Donegan's Shows scheduled to show in Bay St. Louis next Monday, January 17, for an all week stand, ending Saturday, January 22.

This company has played here before, and is rated as exceptionally good by all of its patrons.

The personnel is composed of ladies and gentlemen who cater only to the moral and refined, and each is an artist in his or her line.

The opening night, Monday, Jan. 17th, is Ladies' Free Night, and any lady over the age of 16 not receiving one of their regular "free lady tickets," can clip the coupon which appears in their advertisement in this issue of the Sea Coast Echo, and it will be honored as such ticket at the door.

Show to be located on lot opposite L. & N. depot, easily accessible and on high and dry ground.

KILN NEWS NOTES

(Arrived Too Late For Last Week)

Miss G. W. Hillis and two children, Olga and Gordon, have moved to New Orleans, where they joined Mr. Hillis, who is employed there.

All the teachers and students are back in school after spending the Christmas holidays in their respective homes.

Miss Valera Jones and Octavia McNeil have returned from Quitman, where they spent the holidays.

Miss Helen Tannhill spent the holidays in Paris with her parents.

Miss Elsie Jeanne Halfacre visited her parents in Ellisville during the holidays.

E. Lumpkin spent Christmas at his home in McNeil.

Miss Gladys Durrett spent the holidays in Columbus.

Miss Louise Dawson went to Hattiesburg for Christmas.

We are glad that Miss Jesse Cuevas is back to resume her work.

Among the students who came home from the various schools to spend Christmas with their parents were Miss Evelyn Duboisson from M. S. C. W., Miss Edwina Haas from M. S. T. C., Miss Leona Neacise from Poplarville, A. H. S., Mr. Stanley Kruger, Jr. from A. & M., Miss Elizabeth Love from Hillman College, Miss Madge Garrison from Alexandria.

Misses Loraine and Virgie Curet, formerly of Kiln, visited here during the holidays.

Miss Louise Garrison visited her parents, Mr. and Mrs. Garrison, during the holidays.

Mr. and Mrs. R. M. Bills and son visited Mrs. Bills' parents, Mr. and Mrs. F. Fuente.

Miss Alma Gennin and brother visited relatives in Kiln during Christmas.

Mr. and Mrs. C. A. Travira and children spent the holidays in Kiln.

Mr. and Mrs. A. R. Fuente and baby spent Christmas in Kiln.

Mr. and Mrs. R. L. Love and James visited in Meridian last week.

Mr. Dudley Stringer and Martha Stringer visited in Franklinton, La., last week.

Miss Velma Hill, who goes to Kiln High school, went home for the holidays.

Mr. and Mrs. Elmer Hagen and son spent Christmas in Alabama.

Miss Mary Hart, Jr., and baby returned home after spending two months with her parents in Brookhaven.

Mr. Fabian Curet, who is now employed in Hattiesburg, Miss., spent Christmas with his parents, Mr. and Mrs. Jas. Curet.

Miss Ora Hartshorn, of New Orleans, visited Mr. and Mrs. Jas. Curet during Christmas.

KILN NOTES FOR THIS WEEK.

A Woodman meeting was held Wednesday night at the Picture show for the purpose of electing new officers. Pres. H. H. Hart, Jr. was elected.

Mrs. O. M. Green, of New Orleans, visited Mrs. D. J. Everett's first part of the week.

Miss Ruby Carpenter, of Lyman, has been visiting Mrs. Nettie Shifolo.

Dr. and Mrs. Wells, of Lumberton, visited in Kiln Saturday. They formerly resided in Kiln.

Lester Garrig is in the hospital in Gulfport, suffering from an injured arm which was hurt in an automobile accident Sunday.

The friends of Mr. H. A. Hart, Sr., were sorry to learn of the serious illness of his mother, which was caused by her advanced age.

There was a lot of enthusiasm shown over a ball game here Wednesday night between two teams of small boys who call themselves "Bull Dogs" and "Wild Cats." The Wild Cats won by a score of 12-9.

There was also a contest between the two sides to see who could sell the most tickets. The "Bull Dogs" won this contest by four dollars.

Mr. and Mrs. W. R. Lee announce the birth of a little son, who is to be called Jesse.

A house owned by Mr. Andrew Lott and occupied by Mr. P. R. Bennett burned Tuesday night.

Card of Thanks.

Although little or nothing was saved from my home on the morning of the fire Tuesday, nevertheless I wish to express my thanks and appreciation to one and all who responded to the fire alarm so promptly and exerted every effort to save our home. It was a heroic effort and we realize it fully. To the members of the fire company we also wish to extend thanks; the neighbors and others who were with us in such time of peril.

Very truly,
Mr. and Mrs. E. J. Dubuc.
Bay St. Louis, Miss., Jan. 12, 1927.

Statement of the Financial Condition of THE HANCOCK COUNTY BANK of Bay St. Louis, Miss.

At the Close of Business Dec. 31, 1926.

RESOURCES.	
Loans and discounts	\$1,261,290.91
Overdrafts, unsecured	851.28
United States bonds, certificates of indebtedness and war savings stamps	71,947.82
State bonds, securities, etc.	534,536.17
Warrants, state, county and municipal	3,259.74
Guaranty fund with state treasury	7,000.00
Banking house and lot	15,000.00
Other real estate	2,831.00
Furniture and fixtures	14,006.62
Due from other banks—commercial or reserve funds	150,376.36
Exchange and checks for next clearing	88.50
City's clearings	33,470.00
Gold coin, silver and cents	1,417.50
Silver coins, nickels and cents	2,107.05
Total	\$2,198,809.25

LIABILITIES.	
Capital stock	40,000.00
Surplus fund	120,000.00
Undivided profits, less amount paid for interest, taxes and other expenses	28,362.31
Individual deposits subject to check	580,590.62
Savings deposits	390,938.12
Time certificates of deposit	216.44
Cashier's checks	7,730.24
Due branch banks	556,230.48
Bills payable	100,000.00
Reserve for accrued taxes	18,826.74
Total	\$2,198,809.25

I, Leo W. Seal, cashier, do solemnly swear that the above is a true statement of the financial condition of the Hancock County Bank of Bay St. Louis, in the County of Hancock, State of Mississippi, at the close of business on the 31st day of December, 1926, to the best of my knowledge and belief.

LEO W. SEAL, Cashier.
Correct—Attest:
R. C. ENGLISH, R. C. ENGLISH, directors, State of Mississippi.
Sworn to and subscribed before me, by Leo W. Seal, cashier, this 12th day of January, 1927.

J. A. BREAETH, Notary Public, J. P. and Ex-Officio.
My commission expires on the first Monday of January, 1928.

WORK AND PLAY

AT S. J. A.

1927 Here at Last

How far away and unreachably did 1927 seem to the little Freshmen of '23. So swiftly, however, have the days rolled by, so quickly have hopes become realized and Freshmen turned to Seniors that class '27 is amazed at finding that this "year of years" is a reality and the cherished goal now very close at hand.

With the new year comes new strength to resolve and the Seniors have returned after their two weeks of fun and merriment, determined that these last few months shall witness the putting forth of nothing less than their very best efforts, and that their beloved S. J. A. shall have every reason to be proud of class '27.

New Year Resolutions.—Speaking of resolutions—we gleaned the following from the Seniors: Margaret resolved to take special care of her personal mail this year and in general aims to be a very good girl.

Be's ambition is to become dignified and further resolves to give all her spare moments to her books.

Alberta has decided that since she is a Senior she had better put aside her dollies and by so doing may have a chance to become valedictorian.

Anna has determined to come to school on time and promises not to wear her new dresses except on Sundays.

Lila has come to the conclusion that there will be no more going out for her until graduation. "Polite and studious" are henceforth to be her guiding principles.

Eryn and Althea have decided to put away the "hip stick and rouge" till 1928.

Mary, Vi and Evelyn also fall in line and faithfully promise to study hard to limit their "dates" and in general to strive to be good.

Class '27 as a whole resolves as a "last resource" to "memorize the chemistry assignment every day and to become studious pupils."

Transformation of S. J. A. Basket Ball Courts.

A delightful surprise awaited the basket ball team when they returned to school after the holidays—the basket ball courts had undergone a complete transformation. It was a literal case of "filling the valleys" and "making low the hills" for instead of the hills and valleys of the pre-holiday courts was a beautiful even surface of smooth clay.

As soon as the basket ball courts came into view there was a wild rush from all directions, and the girls gave vent to their delighted feelings in their favorite exclamations. One inventive girl declared that the expression "How courtly" would exactly suit the situation. But suddenly a voice was heard saying, "Every one without tennis shoes off the court under penalty of five cents." Needless to say there was a wild scramble to the side lines. This accounts for the large number of new tennis shoes now seen about the campus.

Gold J's Victorious.

The Gold J's began the new year games by scoring a victory over Pass Christian last Tuesday. The game was played at the Pass and was very close throughout. Though one or two points to the rear by the end of the first half, the J's produced greater pep and spirit during the second half, the game ending with a score of 11 to 10 in their favor.

Planning For New Orleans Tournament.

The S. J. A. team received notice during the past week, that the Catholic Athletic League tournament, which they have been asked to take part in was fixed for the 18th, 19th and 20th of February. The girls are enthusiastic about the news and plans for the trip to New Orleans are well under way. The Gold J's are determined that they shall come back from the tournament with flying colors.

Come on Gold J's, we're betting on you. Show them all what you can do.

Fairy Tales.

An hour to sleep in class.
A junior class of twenty.
A weekly dance for the boarders at S. J. A.
The Seniors begging for some extra class work.

PAT HARRISON A T VICTORY DINNER OF GOV. RITCHIE

On the eve of his inauguration as chief executive of Maryland for a third consecutive term, Governor Ritchie was host at a "Victory Dinner" at the executive mansion Tuesday night to a score of nationally prominent Democrats except as a celebration of the Democratic victory in Maryland last fall, Gov. Ritchie said the dinner was of no political significance.

Among the guests were Senators Harrison, of Mississippi; Edwards, of New Jersey; Walsh, of Massachusetts; Bayard, of Delaware; Broussard, of Louisiana; Pittman, of Nevada; Robinson, of Arkansas; King, of Utah; Hawes, of Missouri; George, of Georgia; Bruce, of Maryland; and Senator-elect Millard E. Tydings of Maryland. Congressman present included Garrett of Tennessee, Oldfield of Arkansas; Garner, Rayburn and Huddipeth, of Texas.

Admiral Cary T. Grayson, of Washington; Ross C. Hull, president and B. Emmett Hartnett, secretary of the Ironclad Club of Chicago and New Jersey; Walsh, of Massachusetts; Bayard, of Delaware; Broussard, of Louisiana; Pittman, of Nevada; Ray (Crown), of Washington, were other guests.

Completion of the four-year term upon which Governor Ritchie entered Wednesday would seat a record for continuous service as chief executive of any state in the Union. He already has served seven years.

Installation Ceremony.

The installation of officers of the Women's Missionary Society of the Methodist church will be held on Tuesday, January 18th, at 3 p.m. The services will be in the church, corner of Main and Second streets.

RECORD REALTY DEEDS COUNTY OF HANCOCK

Gulf Coast Realty Co. to T. T. Kiln, a part of Lot 14 of Section 3, Township 7, S. R. 14 W., Consideration, \$100. Dated Nov. 30, 1926. Filed Jan. 12, 1927.

L. D. Hennessey and Lena Hennessey to G. V. Voshell, Lots 6, 7 and 8 of Block 1 of subdivision of Lot 176 of Waveland, Consideration, \$450.00. Dated Jan. 6, 1927. Filed Jan. 12, 1927.

Bythe Co. Inc. to Minnie D. Randall, Lots 22 and 23 of Square 9, of Waveland, Consideration, \$150.00. Dated Jan. 12, 1927. Filed Jan. 12, 1927.

Heirs of Emile Garriga to Mrs. C. Bevenhult, SE 1/4 of SE 1/4 of Section 9, Township 7, S. R. 14 W., Consideration, \$100. Dated Jan. 11, 1927. Filed Jan. 12, 1927.

Heirs of Emile Garriga to M. L. Garriga, SW 1/4 of SE 1/4 of Section 9, Township 7, S. R. 14 W., Consideration, \$100. Dated Jan. 11, 1927. Filed Jan. 12, 1927.

Heirs of Emile Garriga to Mrs. P. M. Schultzer, Lots 2 and 3, Block 22, of Waveland, Consideration, \$100.00. Dated Nov. 8, 1926. Filed Jan. 10, 1927.

Clement Harbor Land Co. Inc. to Mrs. Martin Schultzer, Lots 9, 10 and 11 of Block 22, of Waveland, Consideration, \$300.00. Dated Nov. 8, 1926. Filed Jan. 10, 1927.

W. W. Hopkins to Mrs. M. Schultzer, Lot 20, Block 23, Clement Harbor, Consideration, \$100.00. Dated Nov. 6, 1926. Filed Jan. 10, 1927.

Jno. A. Mead to Frank Davis, part of Ambrose claim, Section 30, Township 8, S. R. 15 W., Consideration, \$5.00. Dated Aug. 24, 1925. Filed Jan. 7, 1927.

State of Mississippi, City of Bay St. Louis.

A resolution of the Board of Mayor and Aldermen, necessary for the making of certain sidewalks, curbs and gutters, improvements in the territory described as follows:

Both sides of Harrison Court from Dunbar Avenue to the City limits, that is on both sides of a street called Harrison Court as per Alta Vista subdivision made by Ehrenborg and Bonham, surveyors, dated June 21st, 1926. The said Harrison Court being a street in the center of lot number 32 of the said subdivision of the City of Bay St. Louis as per map of said City made by E. S. Drake and filed in the office of the Clerk of the Chancery Court on May 1st, 1923.

And providing that each lot or piece of property abutting said sidewalk shall be assessed for the whole cost of the improvement immediately in front of same in conformity with the provisions of Chapter 194 of the Laws of 1924 and amendments, and no other territory that work will be done if they fail to do so unless objections are filed as provided in said Chapter 194 of the Laws of 1924 as amended.

Resolved by the Board of Mayor and Aldermen of the City of Bay St. Louis, Mississippi that in said territory of said Board of Mayor and Aldermen a necessity exists for certain special improvements on the sidewalks, curbs and gutters, on the street herein described in said City and may issue obligations for the improvement of said territory for the purpose of making the improvement and that the cost of making the said improvement shall be made a special tax upon each lot or piece of ground adjoining the sidewalk on the street hereinafter set out or part thereof, which shall be assessed with and be liable for the whole cost of the improvement immediately in front of it and for its entire frontage, said improvements and special assessments to be in conformity with the provisions of Chapter 194 of the Laws of 1924 as amended.

Section 2: That the improvement shall consist in a general way of the following items:

A substantial concrete sidewalk not less than five feet in width along the below named streets and sidewalks thereof as follows, to-wit:

Both sides of Harrison Court from Dunbar Avenue to the City limits, that is on both sides of a street called Harrison Court as per Alta Vista subdivision made by Ehrenborg and Bonham, surveyors, dated June 21st, 1926. The said Harrison Court being a street in the center of lot number 32 of the said subdivision of the City of Bay St. Louis as per map of said City made by E. S. Drake and filed in the office of the Clerk of the Chancery Court on May 1st, 1923.

That a substantial concrete combined curb and gutter approximately eighteen inches wide and twelve inches high and of suitable design to extend parallel to and adjoining or adjacent to all of the above named streets and sidewalks thereof.

All of said work to be done in conformity to plans and specifications to be prepared by the City Engineer and adopted by the Board of Mayor and Aldermen and in further accordance with proper and uniform lines and grades as may be necessary with public interest.

Section 3: That the owner of each lot or piece of ground adjoining on said designated portion of said streets upon which

Martha Ann Frierson and William Frierson to Louis Thigpen, part of the N. E. 1/4 of SE 1/4 of Section 25, Township 7, S. R. 17 W., Consideration, \$500. Dated Aug. 1, 1926. Filed Jan. 7, 1927.

Abe McQueen and Louis Thigpen, NE 1/4, Section 12, Township 7, S. R. 17 W., Consideration, \$50.00. Dated Aug. 2, 1924. Filed Jan. 7, 1927.

Angelina Peterson to J. J. Dedear, part of SW 1/4 of NE 1/4, Section 27, Township 10, S. R. 14 W., Consideration, \$100. Dated Dec. 31, 1927. Filed Jan. 8, 1927.

Frank C. Owens to Mrs. Josephine Burns Lovrenovich, 7, Clement Harbor, Consideration, \$50. Dated July 5, 1923. Filed Jan. 8, 1927.

Celine Fayard Ashcraft and E. B. Ashcraft to Mrs. Emma Fayard, Lot 23 of First ward of Bay St. Louis, Consideration, \$100.00. Dated May 29, 1926. Filed Jan. 10, 1927.

Gattano Lolacomo to Carmelita and A. Sneller, Lot 135, Second ward of Bay St. Louis, Consideration, \$200.00. Dated Nov. 6, 1925. Filed Jan. 8, 1927.

Oliver Williams to R. A. Haas, part of NE 1/4 of SE 1/4 of Section 25, Township 7, S. R. 15 W., Consideration, \$150.00. Dated Jan. 3, 1927. Filed Jan. 8, 1927.

D. G. Ward to Mrs. Archille J. A. Chila, Lot 23, Square 23, Clement Harbor, Consideration, \$500. Dated Dec. 31, 1926. Filed Jan. 8, 1927.

H. B. Williams to Rosa L. Winston, Lots 203 of Square 23, Pearllington, Consideration, \$350. Dated May 31, 1926. Filed Jan. 8, 1927.

B. Dinepo and A. Dinepo to F. Dinepo and O. Dinepo, NE 1/4 of Section 13, Township 7, S. R. 15 W., Consideration, \$100. Dated Jan. 4, 1927. Filed Jan. 8, 1927.

Henry L. Huntington to Mrs. Anna H. Carter, Lots 20, 21 of Square 9, Lot 23 of 29, inclusively, Square 10, Clement Harbor, Consideration, \$5.00. Dated Jan. 5, 1927. Filed Jan. 8, 1927.

Section 4: That the amount of the assessment for said sidewalk and special improvements shall be paid as provided for in Chapter 104 of the Laws of Mississippi of the year 1904 and amendments as hereafter provided by the Board of Mayor and Aldermen of said City, and the said assessment for the paying of said special improvement shall be in whole or in part as may be hereafter determined by the Board of Mayor and Aldermen by an order entered on the Minutes, and the Board of Mayor and Aldermen may order improvements as provided for in said Chapter 104 of the Laws of 1904, and

**Locals Play Double Header
With Gulfport and Long
Beach at S. S. C. Gym
Saturday.**

COMMENT ON SPORTS

COMMENT ON SPORTS

Champion Tunney accepts Tex Rickard's offer for a championship bout with no applicant barred. The general opinion is that Barney and Mike will meet in 1924 and that this summer the winner will start on his tour.

BY HELEN GOODWIN YERGER.

With the preliminary work at Rankin Farm progressing toward the time when the buildings will be ready for the removal of the Insane hospital from the magnificent property in this city, interest centers in the conversion of the grounds of institution into what will be the most beautiful residence section of the city. The landscape architect who will lay out the new subdivision is already in the city consulting with the Removal Commission.

With a net balance in the State treasury slightly greater than that of corresponding date last year, despite the fact that the permanent fund has contributed part of last year's 1980-81 cash crop of cotton, the Government is doing well in its financial accounts.

Double-Header Basket Ball Game Sunday Captured By Locals—New Orleans Slaughtered.

Totals	14	6	5
Wuerstberg			
dealer, f	1	0	3
dealer, f	4	0	1
dealer, c	0	0	2
owner, g	2	0	2
owner, g	1	0	1

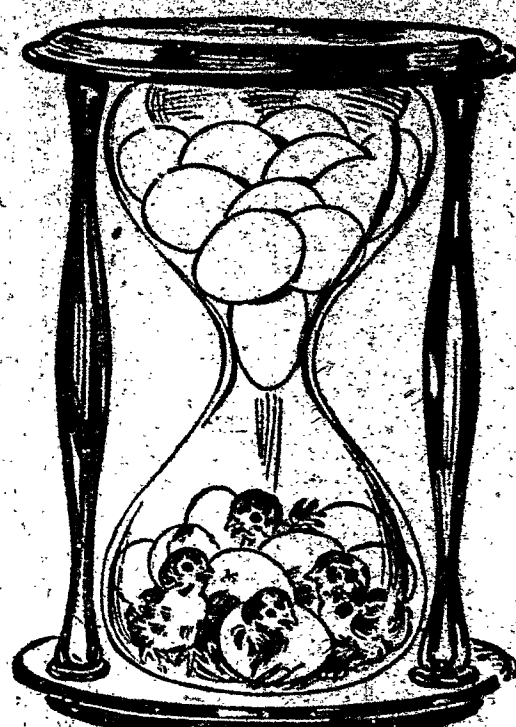
Fudge

Statisticians have figured that during 1927, out of an average community of 100,000 persons, 127 will die of diseases of the heart, 83 of pneumonia, 81 of tuberculosis, 72 of cancer, 68 of Bright's disease, 66 of apoplexy, 25 of influenza, 16 of automobile accidents and 5 will have committed suicide. Happy New Year!

Office, Echo Bldg.,
Telephone 100

H. G. PERKINS
Insurance Agency,
Fire, Life, Liability, Auto, Accident, Health

I Specialize In Insurance
Give me a "ring" or drop me a "line" and I will call
on you and fulfill your wants



Look into the Future!

Feed breeders Purina Poultry Chows for at least thirty days before beginning to save hatching eggs. You will get better results and be money ahead. Tell us when you want your Chows—and we will get them to you in a jiffy.

C. C. McDONALD
Phone 18

CARMICHAEL,
REAL ESTATE

IN LISTING YOUR PROPERTY
DON'T OVERLOOK OUR LOCATION
 AND THE ADVANTAGE IT AFFORDS
 IN REACHING THE TOURIST.
FERRY LANDING

House 229 W. Office Phone 131
BAY ST. LOUIS, MISSISSIPPI.

Donegan's Show

OPEN MONDAY NIGHT

January 17th

BAY ST. LOUIS, MISS.

In the Big Waterproof Tent

All Next Week.

**The Cleanest, Most Clever Attraction that has ever
visited the City of Bay St. Louis.**

We SHOW RAIN or SHINE

Any lady not receiving one of our Regular Lady Free Tickets can cut this out and it will be honored as such

FREE LADY TICKET

**This ticket will Admit One Lady Over Sixteen Free,
Opening Night if accompanied by one Adult Paid
Ticket**

Donegan's Show

TENT THEATER ALL NEXT WEEK.
BRING THIS TICKET WITH YOU OR PAY FULL PRICE.
REMEMBER OUR TENT IS ALWAYS WELL
HEATED

**Monogram Brand Type-
writer Ribbons, Better
Kind, \$1.00 each**

The Sea Coast Echo

POLITICAL ANNOUNCEMENTS.

FOR CIRCUIT AND CHANCERY CLERK.
The Sea Coast Echo is authorized to announce
A. G. (RED) FAYE
a candidate for election to the office of Circuit and Chancery Clerk, of Hancock County, subject to the action of the Democratic primary.

FOR SUPERVISOR—BEAT 3.

The Sea Coast Echo is authorized to announce
A. J. BILBO
a candidate for the office of Supervisor, Beat No. 3, Hancock County, subject to the action of the Democratic party.

FOR COUNTY SUPT. OF EDUCATION.

The Sea Coast Echo is authorized to announce
DANIEL J. EVERETT
a candidate for the office of County Superintendent of Education, subject to the action of the Democratic primary.

CITY ECHOES.

—Dr. C. M. Shipp is up and out again mingling with his numerous friends, after a few days at home confined to his bed with illness. His presence from the Rotary club was missed. We wish the club as well as himself for better luck next Wednesday night.

—Announcement is made to the effect the tearoom department of "The Answer" will be open and ready to serve the public next week, every afternoon but Sunday, from 2 to 5 o'clock or later if necessary. A special of tea luncheons will be made. "The Answer" will be made what its patronage will justify, and the public is asked to patronize the enterprise.

—Mrs. A. A. Kergosien and Miss Clara Kergosien spent part of the week in New Orleans, visiting little Helene Kergosien, who has been desperately ill at Toure infirmary with pneumonia the past two weeks, with her parents, Mr. and Mrs. Horace L. Kergosien, constantly at her bedside. It will be learned with interest the patient has passed the crisis and her condition bids fair to an early recovery.

—Fire Tuesday morning rendered two families homeless. Mr. and Mrs. E. J. Dubuc are stopping at the home of Mr. and Mrs. R. de Montluzin, on the beach front, Mrs. de Montluzin, Mrs. Dubuc's sister, while Mr. and Mrs. Victor Cuevas are stopping with Mr. and Mrs. R. Schell. Later Mr. Cuevas' sister, Mr. Cuevas has not yet decided on his plans for the future, since he was the owner of the two dwellings destroyed, but he contemplates for the present, at least, of rebuilding one of the places lost.

—An interesting meeting of the local K. C. Council was held Sunday night, and the announcement was made after the meeting the Council would hold a benefit dance at its hall every Thursday night, with an orchestra of unusual merit present. The Casseys are looking forward to the "fourth Thursday" night of the week when the regular monthly social program will be put on. There will be a genuine minstrel performance, with well-known local celebrities starring, and it is possible families of members will be invited to be present. The show, it is said, will warrant the presence of a large number.

—Voters of Bay St. Louis are exercising their prerogative at the polls, casting ballots for and against the proposed commission form of government for Bay St. Louis. The campaign was very quiet with little or no animation until Thursday morning when the bombardment with circulars begun the public taken unaware. Mayor Blaise fired the first broadside in reply to a circular mailed a few days previously under organized civic auspices, and today two more opposing circulars in response to the first were given general publicity. The dormant subject suddenly reached a wide-awake climax. Tonight's count of votes at 6 o'clock will tell the tale.

—Mr. Gordon Huff, well-known newspaper man of the Mississippi Gulf Coast, was a guest for luncheon at the home of Mr. and Mrs. N. Wisner, "On the Beach," yesterday.

—Mr. Laurent Kergosien returned home a few days since from Monroe, La., to which point he journeyed to return with the Kergosien auto in which Mr. and Mrs. L. Kergosien had made a trip during the holidays and returned to New Orleans by train.

—Mr. Paul E. Porter is planning to leave shortly for California, visiting at Los Angeles and later stopping at Sacramento with relatives. Mr. Porter is anticipating the trip all the more from the fact he plans to make it by auto. He will be gone for an indefinite period.

—Mr. John Osoinach returned home yesterday from a visit of several days to Memphis, Tenn., where he visited at the respective homes of his sons, Mr. A. J. Osoinach and Mr. H. W. Osoinach. Mr. Osoinach says Memphis is growing at a marvelous rate and is one of the fastest growing cities in the Mississippi Valley.

—Mr. George H. Edwards has been spending part of the week visiting relatives in Washington, evening dividing his time between local business interests and hunting in the interior. Mr. Edwards reports business in his line at New Orleans active, as well as in Bay St. Louis.

—Invitations have been issued for a dinner dance at Pine Hills hotel, evening of Monday, January 24th, to the residents of the Mississippi Gulf Coast to mark the formal opening. Reservations are now being made at \$5.00 per couple. Hal Thompson plans to make the affair one of thorough delight to one and all.

—Mrs. G. Y. Blaise, Jr., of New Orleans, accompanied by Misses Margaret, Vivian, Anna Mai and Elmo Blaise, of Bay St. Louis, motored to Baton Rouge to spend a few days with Mr. and Mrs. H. E. Klempner and to see their young son, Henry, Jr., who was born a few days before the holiday. Mrs. Klempner was formerly Clara Blaise.

—Mr. J. P. Mason and Mrs. Mason, accompanied by Mrs. (Dr.) Banks, of Philadelphia, Miss., motored down to the Gulf Coast for the week-end and are visiting at the home of Mr. Mason's relatives, Prof. and Mrs. Ingram, at their family home in Second street. They express themselves delighted with the glories of Bay St. Louis and the balance of the Mississippi Gulf Coast.

—The Bay St. Louis High school basketball team journeyed to New Orleans yesterday and defeated Manual Training school by a score of 23 to 19. This is all the more interesting from the fact this is the first time Manual Training has been defeated, over a period of twenty years. Our team naturally came home feeling very "chesty." There is room for congratulations and wishes that the record continue. Prof. Ingram accompanied the basketballers.

FOR SALE—Boats and Lutroes and Onion Patches. Also Patches for sale, 10c per pound. Mrs. E. Boudin.

BAY ST. LOUIS
Will **\$25.00**
Pay **\$25.00**
FOR A SLOGAN

To be used in advertising the City. Not more than six words. Stress the location—nearness to New Orleans—as well as other advantages. Send as many as you like. Get them in by Feb. 1st. Address Sec. Chamber Commerce, Bay St. Louis, Miss.

ANNOUNCING COZY CORNER

Resumption of Sunday Night Suppers With Jan. 2nd.
Reservations to Be Made Day Before.

Cozy Corner caters to parties, luncheons, dinners and suppers for any and all occasions. Bridge parties day or evening.

The Cozy Corner caters to small and large parties.

TELEPHONE 54.

On the Beach, Bay St. Louis, Miss.

ANNOUNCING FRIERSON CHEVROLET CO.

J. G. FRIERSON, Proprietor.

As Direct Authorized Chevrolet Dealers

SUCCESSING GULF CHEVROLET COMPANY

At the Same Address on Washington Street

Chevrolet Sales And Service

Our shop and stock of parts will at all times be available to Chevrolet owners. Prompt, efficient and courteous service always at hand. The sales management continues under the able supervision of the popular Chevrolet salesman, Mr. Andy Becker, who is now assisted by W. R. (Jack) Ladner.

New models of the most beautiful Chevrolet in Chevrolet history are on the way and will be on show at the showroom on Washington street.

PHONE 52 FOR A DEMONSTRATION

FRIERSON CHEVROLET CO.

MARRIAGE OF LOCAL INTEREST AT SPRINGHILL

Miss Mercedes Spotorno, of Bay St. Louis, becomes Bride of Mr. Alerie P. Firmant, of Marksville, La., interesting event occurred Wednesday afternoon.

An interesting wedding took place at the chapel of Springhill college, at Mobile, Ala., Wednesday afternoon at 5 o'clock, when Miss Mercedes Spotorno, of Bay St. Louis, became the bride of Mr. Alerie P. Firmant, leading citizen of Marksville, La.

The couple were accompanied from Bay St. Louis by the groom's mother, Mrs. Jules Firmant, and the bride's two sisters, Mrs. G. Y. Blaise and Miss Eugenia Spotorno, the latter two of this city; also Mr. G. Y. Blaise, Jr., who, with Mrs. Blaise, were the official attendants.

Following the ceremony the bridal couple motored back to Edgewater Gulf hotel, where they are spending their honeymoon, and later will journey on to Marksville, where they will make their future home, and at which place Mr. Firmant is a well-known and prominent citizen, a pharmacist and owner of the leading drug store of that section. He is a son of one of the oldest and best known families of Avoyelles parish.

The bride is a daughter of the late Mr. and Mrs. Louis Spotorno, well-known and residents of Bay St. Louis for many years, and among the representative families of this section and New Orleans. She is a graduate of St. Joseph's academy, while the groom is a graduate of Springhill college, at Mobile. It is a happy union and the culmination of a friendship of long standing.

Both sides have many friends and acquaintances in the two states of Louisiana and Mississippi, to wish them well and to congratulate on so happy and eventful occasion. The Echo adds its heartiest felicitations.

Professional Cards.

DR. B. L. RAMSEY,
Dentist
ECHO BUILDING,
Bay St. Louis.

DR. J. A. EVANS,
DENTIST.
Hours: 9 to 12, 1:30 to 5.
Hancock County Bank Building.
Telephone No. 34.
BAY ST. LOUIS, MISSISSIPPI.

ROBT. L. GENIN,
ATTORNEY AND COUNSELLOR
AT LAW.
Practices in All Courts.
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DR. J. H. SPENCE
DENTIST
GEX BLDG., MAIN STREET.
HOURS: MONDAYS, WEDNESDAYS, FRIDAYS
FROM 9:00 A. M. TO 4:00 P. M.
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At the Sign of **Brown Shoes**

Happy Feet for All the Family
F. E. BEESON
SHOES
Opposite Echo Bldg.
Bay St. Louis, Miss.

RETURNS FROM TRIP TO WEST AND PACIFIC

(CONTINUED FROM PAGE ONE)

years in which to pay for same; at the end of which time the stadium was to be decided to the city. It is stated that the stadium will pay for itself within ten years, thus costing the city nothing.

There is an enormous amount of wealth at Los Angeles, from three sources; oil, movies and citrus fruits. The movie industry employs many thousands of people, which produces enough revenue to support a city. The orange crop alone pays a revenue of \$1,000,000 per acre.

For the interest of the movie fans, it was authoritatively learned that Adolph Menjou had just closed a two years contract for a salary of \$4,500 per week to increase to \$6,000 per week.

The present water supply of Los Angeles is brought 200 miles, and they are now planning to erect a 250 foot dam across the Colorado river, a distance of 600 miles away for additional water supply.

The Edison Electric company proposes to spend \$300,000,000 during the next five years for the hydro-electric power of the West.

Los Angeles has a wonderful school system and at present has 40 high schools. The city is growing so rapidly that their budget now provides for the construction of one 10-room building every week of the year at a cost of \$8,000 per room. This accommodation provides for an increase of 25,000 pupils annually.

We should all learn a lesson from these progressive Western cities. It seems that overcoming obstacles has developed a splendid class of citizenry. Such things as distances, mountains, lack of rain fall and weather conditions, have all been overcome to make artificial beauty and living conditions pleasant and agreeable. While here in the South we have all natural advantages and beauty and we have none of these obstacles to overcome which confront the Westerners. We live in God's country and we certainly enjoy every natural advantage, thus making our Gulf Coast the best place on earth to live.

Rotary.
On last Friday noon I attended the Los Angeles Rotary Club, being the fifth club established at luncheon at the Hotel Biltmore ballroom. This Rotary club has a membership of 310, and there were about 75 guests present. The ballroom is so large that the speaker has to use a microphone in order to have the voice amplified at the room. They all sit at tables of eight each and in the center of the room a long table is provided for all members having a birthday during the current month. There were at least twenty at the January birthday table and each one is expected to give \$5.00 to the Parent-Teacher association as a donation to supply wholesome milk to the poor children. Each one at the birthday table are called upon to state when, where and why he was born. It was noticed that the names of the members are printed in four colors of their badges.

Red donates 100 per cent attendance for 6 months.
Blue donates 100 per cent attendance for 12 months.
Gold donates 100 per cent attendance for 2 years.
White donates under 100 per cent attendance.

After a vocal program of solos, the speaker of the day was Cameron Beck, the personnel director of the New York Stock Exchange, who spoke on Boys' Work. This was one of the best talks on the subject of boys' work I have ever heard. Beck stated that he had 1,150 young men in his employ and every applicant was required to have four years high school work before given employment, and all old employees, not having four years high school education were required to attend night school so made up a civic responsibility which was very great and this was one of the things to be conducted by Rotary clubs.

Aimee McPherson, the greatest discussed personage on the Pacific Coast today is Mrs. Aimee McPherson. She is a woman of wonderful personality and is daily attracting large numbers to hear her. We saw her temple and residence adjoining, which occupies almost a whole square. The dome of the temple has her name embelizing in white electric lights and the name of the broadcasting station is in red electric lights. Her method of collecting funds is to request the audience to come forward and pin donations on a line stretched across the stage, nothing less than \$10 bills accepted.

WANTED TO RENT.
Small house by the year, furnished or unfurnished, on or near beach. Telephone 128.

FOR SALE.
Extensive table, sideboard and 6 chairs, and other furniture cheap. Apply at 704 Hancock Street.

FOR SALE.
Union, cabbage, beans and lettuce plants for sale. Apply at 704 Hancock Street.

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IN SOCIAL CIRCLES.

The social event of the week occurred at Edgewater Monday evening on the occasion of the formal opening of Edgewater Gulf hotel, the newest and largest of the fashionable hotels on the Mississippi strand. The occasion was both a beautiful and wonderful occasion. Here was life at its best and in brilliant phase. There were representatives from every section of the Coast, New Orleans, Mobile and elsewhere from the South; from Chicago in unprecedented numbers and elsewhere from the Middle West.

Chicago sent its mayor for the occasion, so did New Orleans and other chief cities. Chicago sent four carloads of visitors, and the bulk of these are still at the magnificent pile to be lodged to with pride for all time to come at Edgewater Gulf.

There were many noted from this section for the formal opening. Among them were Mr. and Mrs. H. S. Weston, Mr. and Mrs. H. B. Weston, Mr. and Mrs. E. G. Weston, Mr. and Mrs. A. L. Lejeune, Miss Margaret Green, Mr. William Lawrence, Miss Ethel Otis, Mr. John Howze, Mr. and Mrs. W. B. Monroe, Mr. Garner Tullis, Mr. and Mrs. Leo W. Seal, Mr. Martin, Mr. and Mrs. Burns, Mr. and Mrs. J. Boardman, Mr. and Mrs. Lester Adams, Mr. and Mrs. Mary Perkins, Mr. Grady H. Perkins and Mr. Coburn Weston.

At another table with a jolly crowd was Mr. A. Palmer Lott, of Bay St. Louis, socially prominent in Biloxi and Gulfport, and from Bay St. Louis.

Another table was reserved for Mr. and Mrs. A. St. Spiess, Mr. and Mrs. Gordon Huff, Miss Marshall, Mrs. Marshall, Mr. and Mrs. C. G. Moran.

At another table in the beautiful marine dining room were noted Mr. and Mrs. C. T. Madison, Mr. and Mrs. Carl Marshall, Mr. Henry Chapman, and guests.

At another beautifully appointed and interesting table were noted among others from Bay St. Louis Mr. and Mrs. Earl Russell, Mr. Bryan Russell and Miss McMahon (Mississippi City), Mr. Walter J. Gex and Miss Eldridge (New Orleans).

There were also noted many from New Orleans who visit Bay St. Louis and Waveland during the summer season and well-known locally.

The Orle orchestra from Edgewater Beach hotel, at Chicago, an orchestra of some eighteen pieces, was present and will remain for six weeks to be succeeded by an organization of similar merit.

In connection with opening of Edgewater Gulf, the Guide says: "More than seven hundred plates were spread as the swinging doors between commodious rooms were thrown ajar and the music of the Edgewater Beach's Orle orchestra flooded the hall."

"Ladies in elaborate gowns, men well-groomed and the whole picture one of the most magnificent left an undying impression upon those fortunate enough to have participated in a party that brought together some of the leading spirits of America."

"Celebrities were there in uncounted numbers and yet the outstanding feature of it all was the democracy that reigned through the happy hours that put the finishing touches on an institution that has anchored itself into the souls of the citizens who live along the Sound, and the informal ceremony of which warmed the hearts of the North by an unforgettable demonstration of Southern hospitality."

"This colossal structure with all its classical lines and well appointed conveniences sheltered for one night coloring so rich in its joy and so sincere in its enthusiasm that it shall forever bear the name as the Coast's Citadel of Hospitality."

On Wednesday afternoon "The Answer" in Union street, was the scene of the first lesson in the series of instructions in bridge to follow, conducted by Mrs. Gravel, an authority, from New Orleans. The affair was turned into a social occasion and for five additional weeks will continue, the ladies anticipating each recurring occasion with marked pleasure. It is interesting to note here the "Answer" will open its tearoom next week, an announcement to this effect appearing elsewhere in this paper.

An event in New Orleans of intense local interest was the birthday party given at the home of Mr. and Mrs. W. Taylor, at 8001 Hickory street, New Orleans, a surprise to Mr. Taylor on the occasion of his birthday, which had been pre-arranged by Mrs. Taylor, both former and popular residents of Bay St. Louis.

Among those present were Mr. and Mrs. George Hicks Edwards, Mr. and Mrs. George J. Muller, Mr. and Mrs. R. L. Genin, Dr. and Mrs. White, Mr. and Mrs. Gus Elmer.

From the innermost confines of the sancto sanctorum of the president of the Rotary club, Dr. C. M. Shipp, it is hinted a "Ladies' night" affair is in the embryo and it is very probable to be staged at Pine Hills or "Inn-by-the-Sea." This "Ladies' night" to the socially inclined, and shows the spirit of Rotary. Nothing more delightful than to visit from place to place at different times.

President Shipp once very correctly said "Extending still is going backwards," even though it does not have reference to the subject herewith.

Opening of the Tivoli hotel at Biloxi during the present month is subject of local interest, and the event is keenly anticipated. Mr. Leo W. Seal and others locally are more than ordinarily interested in the project and it is noted there will be a following for the auspicious occasion.

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CHRISTMAS CLUB



The money you put in our Christmas Club each week will come in handy next December for Xmas gifts and for your personal use. It is an easy and pleasant way of having money. Come in and join. You will be glad you did. So will we.

What the Different Clubs will pay you.

INCREASING CLUBS	EVEN WEEKS CLUBS
IN 50 WEEKS (For Christmas 1927)	IN 50 WEEKS (For Christmas 1927)
1c Club pays \$12.75	25c Club pays \$12.50
2c Club pays \$25.50	50c Club pays \$25.00
5c Club pays \$63.75	1.00 Club pays \$50.00
10c Club pays \$127.50	2.00 Club pays \$100.00
DECREASING CLUBS	
You can begin with the largest deposit and decrease your deposits each week.	
	\$5.00 Club pays \$250.00
	\$10.00 Club pays \$500.00
	\$20.00 Club pays \$1,000.00

Come in, get a Pass Book and join the Club today. Bring along ALL THE FAMILY and have them join.

Merchants Bank & Trust Co.

BAY ST. LOUIS, MISS.

BRINGS THEM BACK

Certainly we are anxious to sell a lot of Used Cars! Because we figure that every Used Car of the kind we sell will eventually bring us a New Car Customer.

BREATH & CUE, Dealers
Main and Front Sts., Bay St. Louis, Miss.

A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

SAVE THE SURFACE AND YOU SAVE ALL



THE IDEAL SHOE STORE
On Front, at Head of Main Street
JOS. di BENEDETTO, Prop.

and lasting success. Mr. and Mrs. Seal's table will no doubt be noted for its many reservations.

Mr. and Mrs. George R. Rea returned home Monday night from their long trip to the West and on to the Pacific Coast, their principal stops at Denver, Colo., San Francisco and Los Angeles. Mrs. Rea was the recipient of many social attentions, the honoree of many parties; one round after another of social past times. Mr. and Mrs. Rea are expecting to entertain company from the sections they visited before the winter will have come to an end.

There was a delightful reception to visiting guests Tuesday afternoon at the Hotel Weston on the occasion of the visit to Bay St. Louis of President Cole, of the L. & N. railroad, and party, on their arrival from Pine Hills, and one participated in by a number of local ladies, in addition to gentlemen representing civic and service phases of our beloved city.

The party of visiting guests composed of Mr. and Mrs. W. R. Cole, Louisville; G. E. Evans, vice-president, and Mrs. Evans; A. R. Smith, vice-president, and Mrs. Smith, Louisville; Mr. J. K. Ridgeley, general passenger agent, New Orleans; Dr. Louis E. Burch, district surgeon, accompanied by Mrs. Burch, Nashville; Mrs. Leeds and Mrs. Stevenson, Louisville, and Mr. John M. Scott, Louisville, also Mrs. Warren Jackson, of Gulfport, who accompanied Mr. Jackson.

Ladies assisting receiving the lady guests were Mrs. George R. Rea, Mrs. C. G. Monahan, Miss Ethel DeArmas, Punch and cake were served.

The Weekly Bridge club will meet on Tuesday afternoon at "The Answer," in Union street, at 2 o'clock.

FOR RENT.

Light room, close to beach; bath attached; suitable for bedroom or office or both; will furnish. Address 105 State Street, Bay St. Louis, Miss.

FOR SALE

AT A SACRIFICE

88 feet Beach frontage; seawall and paving; right in the heart of Bay St. Louis; \$5,000.00, act quickly. Address Owner or Echo Office.

NOTICE OF TAX EXEMPTION.
Notice is hereby given that the following application for tax exemption has been filed:
The Honorable Board of Mayor and Aldermen of the City of Bay St. Louis, Mississippi.

The Bay Pine Hills Bridge Company, owners of the right or franchise to own, construct and maintain a toll bridge across the Bay of St. Louis at or near the mouth of Jordan river in said county, Mississippi, is applying for exemption from all taxes for a period of five years as authorized and empowered by House Bill No. 55 and an Act of the Legislature of the State of Mississippi, signed by the Governor on March 2nd, 1926, and in making this application would request exemption from all taxes for the years from the first of February after completion of said bridge, and the said exemption of taxes to apply to the following:

"First: On the entire length of the permanent toll-bridge which will be more than one and a half miles in length, that will hereafter be constructed prior to the first day of January, 1931, and include all things necessary for the operation thereof."
"Second: The capital stock of said company which is used directly or indirectly for the construction and maintenance of said toll bridge. The application being made to cover the exemption of all property to which the operating Company may be entitled to under said House Bill No. 55 or Act of the Legislature, signed by the Governor and approved March 2nd, 1926."

"It being the intention of the applicants to do all in their power to construct and operate said bridge as soon as possible."

"Respectfully submitted,
"Bay Pine Hills Bridge Co.,
By R. C. EXAMIN, Secretary."

Notice is further given that if no objection is filed, the exemption will be granted to that property and to all property of a like kind and character and as such authorized by said Chapter 228 of the laws of 1926.

Objections, if any, to the granting of said exemption from taxation to that class of property or to that specific property should be filed as required by law on or before the 10th day of January, 1927, at the City of Bay St. Louis, Mississippi.

SYLVAN J. LADNER,
Secretary of the City.